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ABSTRACT

The Senior Community Service Employment Program (SCSEP) provides subsidized, part-time employment to low-income persons age 55 and older. Participants work an average of 20 hours a week and are employed in a wide variety of community service activities and facilities, including home health care, adult day care, and nutritional services. The 11 national sponsors are: American Association of Retired Persons, the Asociacion Nacional Pro Personas Mayores, Green Thumb, the National Association of State Units on Aging, the National Caucus and Center on Black Aged, the National Council of Senior Citizens, the National Council on Aging, the National Indian Council on Aging, the National Pacific Asian Resource Center on Aging, the National Urban League, and the U.S. Forest Service. SCSEP furnishes participants with personal and job related counseling, an annual physical examination and job training. As a way of maximizing resources SCSEP grantees established working agreements with Job Corps Centers, local Private Industry Councils, Service Delivery Areas, the private sector, child care providers and adult education and literacy agencies. Working with the Job Training Partnership Act network, SCSEP grantees have been able to obtain skill training and unsubsidized placements for enrollees. Working with the private sector, agreements have been made with major corporations to assist in recruitment, orientation, and placement of older workers into unsubsidized jobs. (Brief program descriptions of the 10 grantees and a discussion of state sponsors are included. Case examples illustrating benefits to enrollees are presented.) (BHK)

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The First 25 Years

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THE SENIOR COMMUNITY SERVICE EMPLOYMENT PROGRAM

The First 25 Years

PRODUCED UNDER THE AUSPICES OF:

AMERICAN ASSOCIATION OF RETIRED PERSONS (AARP)

ASOCIACION NACIONAL PRO PERSONAS MAYORES
(National Association for Hispanic Elderly) (ANPPM)

GREEN THUMB (GT)

NATIONAL ASSOCIATION OF STATE UNITS ON AGING (NASUA)

NATIONAL CAUCUS AND CENTER ON BLACK AGED (NCBA)

NATIONAL COUNCIL OF SENIOR CITIZENS (NCSC)

NATIONAL COUNCIL ON AGING (NCOA)

NATIONAL INDIAN COUNCIL ON AGING (NICOA)

NATIONAL PACIFIC ASIAN RESOURCE CENTER ON AGING (NP/ARCA)

NATIONAL URBAN LEAGUE (NUL)

U.S. FOREST SERVICE (USFS)

THE SENIOR COMMUNITY SERVICE EMPLOYMENT PROGRAM
IS FUNDED BY:

THE U.S. DEPARTMENT OF LABOR

EMPLOYMENT AND TRAINING ADMINISTRATION DIVISION OF OLDER WORKERS

EDITOR: KAREN SALISBURY

DESIGN: KATHLEEN WELCH

COVER PHOTO: SCOTT WEBSTER, *AIKEN STANDARD*

DECEMBER 1990

Appleton Post-Crescent

SCSEP Enrollee Ruby Schultz, Appleton (Wisconsin) Senior Center

FOR MORE THAN TWENTY-FIVE YEARS, THE SENIOR COMMUNITY SERVICE EMPLOYMENT PROGRAM (SCSEP) has met its legislative mandate to provide part-time employment for low-income persons, aged 55 and older. The program did this and did much more.

The SCSEP has allowed an 80-year-old grandmother to serve her community. It has given a widowed homemaker an opportunity to enter the job market for the first time and a farmer, who lost his land and home through bankruptcy, an opportunity to retrain to start a new occupation and a new life.

The SCSEP brought hope to those without hope — meaning to those who seemed destined to live diminished lives.

While giving meaning and substance to peoples' lives, the program contributed significantly to the nation's economy. Some researchers claim that the SCSEP has contributed $1.47 for every dollar spent on it. Let us consider some of the contributions of this program.

Essential care services from elder care to care for children have been enhanced. Lonely children have been hugged and teenagers considering leaving school have been kept in the classroom. In Oklahoma, SCSEP is training mature workers as child care specialists and in New England, children are getting help to stay in school from mature mentors.

This program teaches people to read and it helps them to obtain the basic education so badly needed today and for the future. In Nebraska, an SCSEP enrollee was recognized by the President of the United States for her work assisting young people to learn to read and to obtain GED certificates. Ironically, this person learned to teach other people by learning herself.

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Through the experience of work and training, thousands of mature workers have enhanced their job skills and developed new ones to meet the needs of the current and future labor market. The SCSEP has allowed older workers to change negative stereotypes across the country by giving them the opportunity to demonstrate a positive work ethic, dependability and a mature approach in businesses and governmental offices across the country.

As our country prepares to meet the needs of a rapidly changing work force and strives to remain competitive in a dramatically changing world economy, the experience and flexibility of the SCSEP will prove invaluable to our country.

This program is a living and growing repository of experience and knowledge based in training nearly one hundred thousand mature workers a year. This experience is one that is repeated day by day in a hundred different ways in thousands of towns and communities throughout the United States.

After twenty-five years, the SCSEP is still working for America's future. Although expressed in many new ways, our goal remains the same as it was in the beginning — we seek to provide mature workers who want and need to work the opportunity to stay productive and independent by contributing to the betterment of their communities and the economy. As SCSEP grantees, we will continue to provide the leadership and work that has made this program one of the America's brightest success stories.

SCSEP enrollee Lee Anna Taylor, Hempstead County, Arkansas

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LEGISLATIVE AUTHORITY

The Senior Community Service Employment Program (SCSEP) is authorized under Public Law 100-175, Older Americans Act of 1965, as Amended: Title V - Community Service Employment for Older Americans.

PROGRAM DESCRIPTION

The SCSEP provides subsidized, part-time employment to low-income persons age 55 and older. The program also has a goal of placing 20 percent of participants into unsubsidized employment. For Program Year 1990, more than 24 percent of program participants were placed into unsubsidized jobs.

Program participants work an average of 20 hours a week and are employed in a wide variety of community service activities and facilities, including daycare centers, schools and hospitals. About 36 percent of the participants provide services directly to the elderly community including home health care, adult day care and nutritional services. Although more than 37 percent of the SCSEP enrollees are members of minority groups, a typical enrollee is a 65-year-old white female with some high school education. The SCSEP also furnishes participants with personal and job related counseling, annual physical examinations and job training.

Currently, 60 grantees operate the program. Grant awards are made to nine national organizations, the U.S. Forest Service, and to units of state and territorial Governments. The ten national sponsors are:

American Association of Retired Persons (AARP)
Asociación Nacional Pro Personas Mayores
(National Association for Hispanic Elderly) (ANPPM)
Green Thumb (GT)
National Caucus and Center on Black Aged (NCBA)
National Council of Senior Citizens (NCSC)
National Council on Aging (NCOA)
National Indian Council on Aging (NICOA)
National Pacific Asian Resource Center on Aging (NP/ARCA)
National Urban League (NUL)
U.S. Forest Service (USFS)

Upon receiving grant awards from the Department of Labor, SCSEP grantees either administer these programs directly or through subgrant arrangements; i.e., the National Urban League subgrants the local operation of the SCSEP to its affiliated members, while the National Council of Senior Citizens enters into subgrant agreements with more than 144 community based organizations.

State Offices on Aging subgrant with the States' network of Area Agencies on Aging which may further subgrant with community based organizations. The States of Florida, New Jersey, Alabama, Arizona, North Dakota and South Dakota continue to give their SCSEP funds to NCOA, NCSC, AARP, NCBA, ANPPM and Green Thumb to administer for them.

Grants are awarded for a one-year period beginning on July 1 of each year.

COORDINATION/LINKAGES

As a way of maximizing resources to serve older workers, SCSEP sponsors are directed to establish and engage in coordination with other providers of services to older workers. SCSEP grantees have established working agreements with Job Corps Centers, local PICs (Private Industry Councils), SDAs (Service Delivery Areas), the private sector, child care providers and adult education and literacy agencies. Working with the JTPA (Job Training Partnership Act) network, SCSEP sponsors have been able to obtain skill training and unsubsidized placements for enrollees. Working with the private sector, agreements have been reached with corporations such as Marriott, Days Inn and Mcdonalds to assist in recruitment, orientation and placement of older workers into unsubsidized jobs.

BUDGET/PROGRAM DATA

	PY 1989	PY 1990
Authorized Positions:	65,803	64,900
Funding:	$343.8M	$367.0M

PROGRAM ACTIVITIES

The following are some of the community service jobs that enrollees perform under the SCSEP:

Child Care
Teaching Aides
Counselors
Administrative Aides
Health Aides
Bookkeepers
Drivers
Program Managers
File Clerks
Library Assistants
Nutritional Workers
Physical Rehabilitation Aides
Fire Prevention Aides
Senior Center Aides
Hotline Counselors

Other activities include skills training, classroom training, literacy assistance and OJT (on-the-job) training with the private sector.

THE SENIOR COMMUNITY SERVICE EMPLOYMENT PROGRAM (SCSEP), now Title V of the Older Americans Act, evolved from Operation Mainstream, a pilot project established under Title II of the Economic Opportunity Act and first funded in 1965. Operation Mainstream served chronically unemployed, poor adults primarily in rural areas. Older Americans were one of the target groups to be served by this program.

Operation Mainstream's older worker component was converted from a pilot project into an ongoing program when the 1973 Older Americans Comprehensive Services Amendments became law. It was officially designated as the Older American Community Service Employment Act (Title IX of the 1973 Older Americans Comprehensive Services Amendments). The 1978 Comprehensive Older Americans Act Amendments redesignated the SCSEP as Title V of the Older Americans Act.

Green Thumb, the first older worker project funded under Operation Mainstream, was launched during 1965 with 280 enrollees in four states: Arkansas, Minnesota, New Jersey and Oregon. On February 15, 1968, President Lyndon B. Johnson and Labor Secretary Willard Wirtz announced at a White House ceremony the award of contracts to the National Council on the Aging (NCOA) and the National Council of Senior Citizens (NCSC) to establish an Older American Community Service Program on a demonstration basis.

NCOA received $1,051,411 to establish community service pilot projects in ten localities. NCSC was awarded $1,129,520 to develop senior aides programs in ten localities.

The American Association of Retired Persons (AARP) became a new sponsor in 1969. Five national older worker pilot projects existed under Operation Mainstream during fiscal year 1969, providing employment opportunities for approximately 4,400 enrollees.

SCSEP enrollees in data processing class at Avoyelles Parish, Louisiana Vo-Tech

In 1971, President Nixon announced at the White House Conference on Aging that he would double the funding level for Mainstream's older worker component, from $13 million to $26 million. This action produced sizeable funding increases for programs operated by the four existing sponsors (AARP, Green Thumb, NCOA and NCSC) and also authorized the U.S. Forest Service to initiate Mainstream projects. Under Presidents Reagan and Bush, the SCSEP funding increased from $258 million to $367 million.

Increased appropriations for the SCSEP enabled DOL to fund three national minority sponsors in 1978: National Caucus and Center on Black Aged (NCBA), Asociación Nacional Pro Personas Mayores (ANPPM) and the National Urban League (NUL). States were first funded in 1976. In 1989, two new national minority sponsors were added to the SCSEP: the National Pacific/Asian Resource Center on Aging (N/PARCA) and the National Indian Council on Aging (NICOA).

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"We have been privileged to have the services of the Senior Community Service Employment Program workers in many programs at Silver Key: transportation, home care, home maintenance, supportive services, social services, meals-on-wheels, health appliance closet and the country store for seniors. Through your program, countless numbers of seniors have been given hope and help. They and I remain ever grateful to you."

Millicent E. Kraushaar
President-Executive Director
Silver Key Senior Services
Colorado Springs, Colorado

MARIE IS A 62-YEAR-OLD WIDOW with a high school diploma. She has never worked outside her home, and has just recently lost her husband to a terminal illness that nearly wiped out their life savings.

José is a 58-year-old man with school-aged children to raise. He has worked all his life until recently as a migrant worker. Nothing has been contributed to his social security, and he must continue to work to survive.

Jesse is a 65-year-old carpenter who, due to heart problems, must change his profession. He is divorced and lives alone far from his family.

Because Marie, José and Jesse are of a generation that survived the Great Depression, and learned early on to be self-reliant, they have decided to continue to support themselves, rather than depend on family and friends. But they aren't sure if they will ever find work.

Through its 108 Senior Community Service Employment Program (SCSEP) Project Sites, AARP helped 3,301 people like Marie, José and Jesse find meaningful unsubsidized jobs during 1989. Forty-one percent of our 8,126 clients found work, so 13,963 people (42 percent of them minorities) who asked for our help were able to enroll. This is the seventh consecutive year that the AARP/SCSEP unsubsidized placement rate has exceeded 40 percent.

AARP is the nation's leading organization for people age 50 and older. It serves their needs and interests through legislative advocacy, research, informative programs and community services.

AARP's participation in SCSEP began in 1969 with 313 positions at six project sites funded by a $738,000 grant. Today there are 8,159 positions at 108 project sites in 33 states and Puerto Rico and the grant is funded at $46,113,736. This growth is due in large part to a commitment to helping older Americans with limited financial resources get back into the work place and contribute to society.

Each AARP/SCSEP project director works on this Title V grant with access to resources that are provided by a central administra-

Night Auditor Barbara Williamson, 58, is one of the six employees at a Pensacola (Florida) motel who have been hired through AARP/SCSEP. According to General Manager Aubrey Ball the employees she hired through AARP, "can make decisions on their own and are extremely stable and reliable."

tive system. While there are procedures to follow, each site functions in response to the specific need of the community in which it is located.

The AARP/SCSEP client-centered approach is reflected in "the job development process", formal training that is offered to clients who become job developers. These formally-trained job developers, in concert with project directors, site staff, host agency supervisors, and other community resources team up with clients to help them find quality jobs that will support not only their financial needs, but make them feel good about themselves.

AARP/SCSEP is in business to help people learn how to find work, and everything that is done with a client is focused on making that client job ready and competitive in today's job market.

A number of innovative projects have been developed to hone client skills while serving community needs. Two of the best are:

"Your agency is to be commended for the pool of labor you have been able to locate. You offer excellent training opportunities to seniors, and many of them have transitioned very quickly to full-time private sector experiences."

Ben Stone, Coordinator
Economic Development Board
Santa Rosa, California

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"I was retired and leading an unproductive and financially strained life, since I was barely making ends meet on my social security pension. Then I heard about the AARP Senior Employment Program and enrolled in it. They placed me in an elderly nutrition site with the Border Area Nutrition Council and was eventually placed on their payroll. I now have a very different and satisfactory outlook on life. I am gratefully indebted to the Senior Employment Program."

Cleofas Luna
(former enrollee)
Laredo, Texas

In Dade County, Florida, SCSEP clients conduct fire safety inspections in homes. The fatal fire rate in the county has dropped by 40 percent since the program began.

A special program in Puerto Rico and along the Texas border has provided an opportunity to work directly with private sector employers.

To meet the needs of the changing work force, a special project was piloted during 1989 to provide services to the deaf community. Ten project sites acquired TDDs (telecommunications devices for the deaf), three project directors began to learn American Sign Language, two sites recruited and trained deaf or hearing-impaired persons as project coordinators and all ten sites are participating in the local deaf networks.

As America's workforce ages, AARP/SCSEP will continue its commitment to older workers — a commitment that embodies AARP Founder Ethel Percy Andrus' philosophy and charge: "To serve, not be served."

"I love this job. You and SCSEP have changed the direction of my life. Who'd have thought that at 62 years old I would be daily in the company of curators of the lovely things of this world, caught up in the excitement of exhibitions and parties and acquisitions of the wealth of Aladdin's cave. This is more fun than I ever had in youth. Ring the bells for Senior Citizenship! This is the best time of my life."

Amanda Hampton, age 64
Dallas, TX

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ASOCIACION NACIONAL PRO PERSONAS MAYORES

(NATIONAL ASSOCIATION FOR HISPANIC ELDERLY)

"DE SUENOS, LOGROS"—"From Dreams, Accomplishments." This sums up what the Asociación Nacional Pro Personas Mayores and Project Ayuda, our Senior Community Service Employment Program are about. For 12 years the Asociación, through project Ayuda, has provided low-income older people with jobs and training to achieve their dream of a more dignified and comfortable old age.

Project Ayuda was a pioneer among SCSEP programs when it started in August 1978. The Asociación was one of the first national SCSEP sponsors to focus specifically on increasing minority enrollment in Title V. The project grew out of our concern for the worsening economic predicament of poor, minority elderly isolated from the social mainstream. Project Ayuda began with 300 enrollees in California, Texas, Louisiana, Kansas, and Oklahoma. Today it serves 1,846 older workers in those states plus Arizona, Florida, Illinois, Michigan, Pennsylvania and Washington, D.C. Project Ayuda enrollees are among the poorest and least formally educated SCSEP older workers. Many are Hispanics who speak little or no English. Yet they provide hundreds of different kinds of community services all across our nation: from editing Spanish-language newspapers to visiting homebound seniors; from helping children learn to read to working in senior nutrition projects. Project Ayuda's success is proof that the pressing needs of low-income elderly people can be met — and met in ways that capture for the community the full benefit of their skills and talents.

Ramona del Río, a Project Ayuda administrative aide in Los Angeles, sums it up. "To me Project Ayuda is more than just a job. I feel fulfilled because I'm giving of myself, helping other persons to get a job, to be useful, to belong. Project Ayuda lets the elderly hold their heads high because they can get work."

Otilia Chavarría feels the same: "I worked in a sewing factory in Los Angeles for 13 years before I was hired as a Project Ayuda administrative enrollee in 1983. But I didn't make enough money at the factory to support myself and my handicapped adult son.

"I had a stable life in Nicaragua in a large family. I came to this country when my son was assassinated. I felt lonely and sad. At my age, it is very difficult to find a job in a country I didn't know. Through my friends I learned of this program called Ayuda and immediately applied. Once I started working, I came out of the depression. Even though I can't forget what I have been through, I feel a lot better. This program has been a blessing to me."

Elsa Bendaña, age 60

Miami, Florida

NATIONAL HEADQUARTERS:
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"Since I started working for Project Ayuda, I feel less isolated and at the same time, proud that I am earning a salary to supplement my limited income, without having to suffer the humiliation of asking for public charity. By giving us elderly citizens the opportunity to use our potential, this program is rendering a double service; it gives us a chance to earn money in a dignified way, and also uses our services for the good of our community."

Luis Acevedo, age 84
Philadelphia, Pennsylvania

Then I saw a newspaper ad about Project Ayuda. Everything I learned about office work, I learned as an enrollee: how to type, to be a receptionist, handle correspondence and then word processing and entering enrollee intakes on the computer. Using the computer is one of the things I like best." The Asociación hired Ms. Chavarría as a regular, full-time staff person a year after she began as an enrollee.

Ms. Del Río and Ms. Chavarría are two of Project Ayuda's many success stories. But the project's impact is felt far beyond the lives of the enrollees. The 500 host agencies where Ayuda enrollees work across the country operate on very limited resources, so the availability of these older workers allows them to deliver their services more broadly and effectively. In a very real sense, whole communities are as much the beneficiaries of Project Ayuda as the individual men and women who participate in the program.

No wonder Project Ayuda makes us proud. And the Asociación Nacional is committed to accomplishing even more through this program in the 1990s and beyond.

"Project Ayuda allows us to meet and enjoy the wonderful company of our co-workers during the monthly enrollee training meetings. Not only do we learn about improving the quality of our lives, but we are able to exchange ideas and experiences with our fellow participants. Each month we learn new things about health and community service programs that we can benefit from."

Dolores Albarran, age 71
Chicago, Illinois

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GREEN THUMB, INC., founded by the National Farmers Union, is the oldest and largest of the Senior Community Service Employment Programs, serving predominantly rural America - - small towns and suburbs - - in 44 states and Puerto Rico.

Twenty-five years ago in small town America, if we were older and lost our jobs, farms, or spouses, very few of us could remain independent through employment. The county "poor farm" was still a reality in many areas of the United States where people worked for their room and board and ended their lives in often deplorable conditions.

The 1960 Census showed that 14 million persons, including 1.5 million farm families, lived in poverty. While urban poverty was receiving much deserved attention from Congress in 1965, people like National Farmers Union (NFU) President James Patton, were troubled by rural America's less visible but no less intransigent poverty. Mr. Patton, along with other NFU leaders, such as Blue Carstenson, Tony Dechant and Lewis "Red" Johnson, fought through prevailing stereotypes and attitudes within the tumultuous political framework of that time to address the problem of rural poverty.

One result was a small pilot project to employ 280 older, impoverished Americans in highway maintenance and beautification in four states: New Jersey, Minnesota, Arkansas, and Oregon. The name, Green Thumb, appropriately recalls those early days of what is today a national nonprofit employment and training organization serving more that 18,500 older, rural people working in more than 10,000 nonprofit and government organizations.

Green Thumb's story closely parallels the story of the older worker in America's rural and small town economy over the last 25 years. In the beginning, Green Thumb "enrollees" were all male crews working for government entities in construction, maintenance and weatherization which reflected not only their work experiences, but also the available employment opportunities and the public perceptions of older workers. Many enrollees spent

"I would like to express my gratitude to the Green Thumb Program for making it possible for me to complete my high school education. Without the encouragement and financial assistance, I am sure that I would not have done it. I quit school in my junior year of high school to help on the farm. Over the years I have watched my children and grandchildren graduate, often with honors, and have regretted not finishing myself. This accomplishment, even at the age of 72, makes me very proud and gives me a sense of satisfaction."

Matt Lorenzen, age 72
Battle Creek, Iowa

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Parke County Sentinel

Green Thumb enrollee, Louise Guilliams with student Patrick Conder of the Rockville, Indiana Child-Resources Services, Inc.

WEST UNION, IOWA - WHEN **GOLDIE MAYERS** APPLIED TO GREEN THUMB IN 1988, SHE WANTED TO WORK WITH CHILDREN OR SENIORS. SHE WAS ASSIGNED TO WEST UNION ELEMENTARY SCHOOL AS A CUSTODIAN. IN 1989, SUPERVISOR DONNA MACY HELPED MS. MAYERS DEVELOP A JOB PLAN. MS. MAYERS EARNED HER NURSE'S AIDE CERTIFICATION BY CO-ENROLLING IN THE JTPA PROGRAM WHICH PAID FOR HER TRAINING EXPENSES. ONLY ONE DAY AFTER COMPLETING THE CERTIFICATION PROGRAM, MS. MAYERS WAS HIRED BY THE GOOD SAMARITAN CARE CENTER AS A NURSE'S AIDE.

several years in their Green Thumb job assignments. Very few obtained employment off the program.

The first women to participate in Green Thumb worked as museum curators, home health aides and cooks at nutrition sites in 1969 under the auspices of a separate grant called Green Light. Today, 68 percent of Green Thumb's participants are women employed in increasingly skilled clerical and paraprofessional jobs consistent with America's shift to an information and service-based economy.

More than twenty percent of all Green Thumb participants are place in permanent jobs off the program every year, reflecting Green Thumb's increasing emphasis on training and classroom education, links with the business community and a growing demand for dependable, mature employees in many areas of the country.

The public works projects constructed, maintained and staffed by Green Thumb workers over the last twenty-five years number into the hundreds across the United States and Puerto Rico. To mention a few - - the amphitheater near the Folk Culture Center in Blanchard Springs, Arkansas; the renovation of the Barter Theater, the second oldest theater building in the United States, in Abingdon, Virginia, and the restoration of Garnet, a mining ghost town in Missoula County, Montana. Time and again, when disaster struck, Green Thumb enrollees were among the first mobilized. For example, in Plainview, Texas, in 1973, Green Thumb workers were at the disaster site of a tornado to help with the cleanup and most recently, in 1989, assisted victims of Hurricane Hugo in South Carolina.

The Green Thumb program had the unexpected benefit of nurturing tradition, as well. Green Thumb enrollees' skills created the shake shingles, stone masonry and handcrafted quilts that contributed beauty and displayed traditional craftsmanship in many projects around the country.

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Perhaps the most resonant of the early days of Green Thumb was a group of Arkansas musicians (and Green Thumb enrollees) who called themselves the "Green Thumb Fiddlers". Hailing from one of the poorest counties in the country where unemployment was at 80 percent, the Fiddlers practiced their rich tradition of folk music, eventually playing for dignitaries, appearing at the Smithsonian and on television. Willie Morrison, one of the Fiddlers, described his experience with Green Thumb this way:

> "Green Thumb has made the difference between daylight and dark in Stone County. We had old men rich in age, who couldn't get jobs, their grandchildren couldn't find much in the cupboard. The men were reduced to gossip. Now they're talking about organizing their community."

While the 25-year legacy of the Green Thumb can be seen in projects such as the restoration of historical sites, development of parks, reforestations - - even assisting in the removal of an entire town in Nebraska from the flood plain - - the overarching accomplishment of Green Thumb is beyond measure. The quality of

WARREN, ARKANSAS - ENROLLEE **ANN MARIE JOHNSON** HAS MADE LIFE SO MUCH EASIER FOR THE STAFF OF THE EMPLOYMENT SECURITY DIVISION. SHE IS BILINGUAL AND TRANSLATES FOR AND TO SPANISH-SPEAKING FARM WORKERS WHO SEEK BETTER JOBS AT THE EMPLOYMENT OFFICE. MS. JOHNSON'S SKILLS ARE CRITICALLY NEEDED AND SHE IS DIRECTLY RESPONSIBLE FOR THE STAFF'S ABILITY TO HELP A SIGNIFICANT NUMBER OF SPANISH-SPEAKING PERSONS WHO SEEK THEIR SERVICES.

Lake City Reporter

Lake City, Florida Green Thumb enrollees, Betsy Buckles, Mary Russell and Olive LaDuke enter the computer world at the Lake City, Florida Job Service.

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"Since 1950 I had been out of the work market, staying home being a wife and mother. However, thirty some years later I found myself in a very frightening situation. My husband walked away from the marriage and there I was left to fend for myself. I was in my fifties, handicapped, had no specialized work skills and facing a very tight work market in this area. After a few years of babysitting, cleaning jobs and living in with an elderly lady confined to a wheel chair from a stroke, I heard about the Green Thumb Program and filled out an application. I started working for the Parks and Recreation Department. During this time I have learned new skills. I brushed up on my typing and have learned to use a more complicated and updated typewriter, plus I have been trained in bookkeeping which is also now one of my responsibilities. I have now been hired full time by the Parksand Recreation Department. This has put a whole new meaning to my life."

Mildred Reber, age 64
Decatur, Indiana

many lives has been dramatically improved. Some lives have been saved - - not only by the income that has enabled many to pay for the necessities of life, but also through the sense of purpose and the friendships that a job can offer. Older workers are, in turn, able to affect other lives in their communities - - children and teenagers, the ill, lonely and homebound and the general public who drive over improved roads, play in parks, use libraries and visit historical sites where Green Thumb enrollees work.

Finally, the true meaning of the Green Thumb experience is perhaps best described in the words of a former Green Thumb enrollee who was hired full-time by a training corporation:

"Please accept my gratitude for helping make my life more abundant and productive, for the warm hand of friendship you have extended and for giving me the opportunity to help the more mature worker find his/her way back into the job market and to become a stronger link in the chain which binds our society together."

DAYTON, TENNESSEE - HILDA DAUGHERTY CAME TO GREEN THUMB IN SEPTEMBER OF 1989 WITH DOCTOR'S ORDERS TO FIND SOMETHING TO KEEP HER OCCUPIED. SHE WAS A RECENT WIDOW WHOSE HUSBAND HAD DIED OF LEUKEMIA. MRS. DAUGHERTY HERSELF HAD ENDURED MANY PHYSICAL CHALLENGES INCLUDING CHRONIC ARTHRITIS, OPEN HEART SURGERY AND OSTEOPOROSIS. WHEN SHE ENROLLED IN THE GREEN THUMB PROGRAM, MRS. DAUGHERTY WAS DEEPLY DEPRESSED. WHEN SHE WAS PLACED AS A BOOKKEEPER AT RHEA OF SUNSHINE, A SHELTERED WORKSHOP FOR MENTALLY AND PHYSICALLY DISABLED ADULTS, SHE BLOSSOMED LIKE A NEW ROSE, EVENTUALLY ACTING AS THE OFFICE MANAGER.

IN FEBRUARY 1990, MRS. DAUGHERTY'S HEALTH WORSENED, MAKING IT NECESSARY TO BREATHE WITH THE AID OF A PORTABLE OXYGEN UNIT AT ALL TIMES. FOR SEVEN MONTHS, HILDA WORE THE UNIT STRAPPED AROUND HER WHILE CONTINUING TO PERFORM HER DUTIES SO WELL THAT THERE ARE PLANS TO HIRE HER FULL-TIME AT THE AGENCY AT A GOOD STARTING SALARY WITH MEDICAL INSURANCE.

STATE GOVERNMENTS play a key role in the administration of the Senior Community Service Employment Program (SCSEP). Since 1976, when the Congress first provided states with the opportunity to directly operate SCSEP, approximately 22 percent of the job slots have been administered by 56 state sponsors including those in the District of Columbia and the territories. Today, in 42 states, the Governors have designated the State Unit on Aging as the lead state agency; in seven states, the Employment and Training Agency, and in seven other states, the state governments contract with the national SCSEP sponsors to administer the program. At the local level, Area Agencies on Aging operate the program in many states.

State government has long played a pivotal role in enhancing employment and training opportunities for older individuals. Since 1965, with the passage of the Older Americans Act, State Units on Aging have been charged with promoting the rights or older Americans to full and equal employment opportunities. State Units working with other agencies in state government traditionally have played key roles in eliminating mandatory retirement laws in the states; changing state personnel policies and practices to benefit older workers; stimulating the expansion of flexible work options in both the public and private sectors; facilitating statewide programs in pre-retirement education and conducting innovative training programs specifically for older workers.

The addition of state governments as sponsors of the SCSEP program in 1976 provided an important opportunity for states to take an even more active role in creating new employment opportunities for older workers. Prior to the inclusion of state governments in the operation of SCSEP, there were large parts of some states that had no SCSEP positions while other areas had a high concentration of job slots. Since 1976, state and national sponsors have worked together to ensure that the program serves older persons equitably throughout the states.

"I worked as a salesman for forty years and was forced to retire at sixty-five. For the last seventeen years I have worked part-time as a deputy sheriff. It's not the money - it's getting up, getting out, and using my brain that's important."

Robert Fitzpatrick, age 87

Stafford Springs, Connecticut

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"I hope I can make somebody's day more pleasant by getting them where they need to go."
Viola Brannum,
Area 10
Agency on Aging,
Bloomington, Indiana

State sponsored programs have always had a special focus on placing enrollees in jobs that directly benefit other older persons. Today, 60 percent of the enrollees in state sponsored programs provide services to other older persons in nutrition programs, senior centers, health and home care services and outreach and referral programs. Other enrollees provide services to the general community in various positions including those in social services and education. The characteristics of persons enrolled in the state sponsored program are comparable to those of the program as whole: 71 percent are women, 40 percent are minority, 50 percent are 65 years of age or older, 10 percent are 75 or older, 73 percent have family incomes at or below the poverty level. Each year 20 percent of the enrollees are placed in unsubsidized jobs.

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One unique characteristic of state sponsored programs is that they have the benefit of the many resources that state governments can bring to bear on the problems of older workers. These resources include the social, nutrition and advocacy services available under the Older Americans Act as well as the employment and training services of JTPA (Job Training Partnership Act). In most states, the state sponsors are represented on the State Job Training Coordinating Councils of JTPA or on Council advisory groups and play an important role in helping to assess the extent to which local implementation plans address the concerns of older people. In 14 states, the same state agency that administers SCSEP also operates the state's JTPA older worker program. These activities help to increase the coordination between JTPA and SCSEP so that older individuals can receive the employment and training services most suited to their needs.

"I've been working since I was 15. Why should I stop now?"

Gertrude Spring, age 70
Shittendon, Vermont

The National Association of State Units on Aging (NASUA), founded in 1964, is a non-profit, public interest organization dedicated to advancing responsive state and national policies for older Americans. Providing an organized channel of sharing information on new and innovative aging policies and programs among the states, the Association works to increase the capacity of State Units on Aging to apply creative leadership on behalf of America's elderly.

In the area of employment, NASUA operates a National Clearinghouse on State and Local Older Worker Programs. The Clearinghouse conducts research and policy analysis of issues affecting older workers; provides training, technical assistance and consultation to professionals who operate older worker programs and to private employers. The Clearinghouse also serves as a liaison between the states and a variety of national and Federal organizations and agencies, including the U.S. Department of Labor and the national SCSEP sponsors.

THE NATIONAL CAUCUS AND CENTER ON BLACK AGED, INC. (NCBA) was founded in 1970 by the late Dr. Hobart C. Jackson, Sr. Dr. Jackson and other concerned leaders in the field of aging formed the National Caucus on Black Aged, Inc., to respond to the unique needs of lower income and minority elderly from a public policy standpoint. Today NCBA is an interracial organization devoted to improving the economic status and quality of life for low-income older persons.

As a non-profit headquartered in Washington, D.C., NCBA has more than 30,000 members and fifty-four chapters throughout the nation. Over the past 20 years, NCBA and its subsidiary organizations and seven affiliated non-profit community based housing sponsors have also successfully administered grants and contracts from Federal, state and local governments, as well as from foundations, business and labor groups amounting to over $100 million for direct services to the elderly. These services include provision for research, housing, employment and training programs and technical assistance for aging services professionals.

In 1978, NCBA applied for and received a grant of $1,290,000 from the U.S. Department of Labor to administer the Senior Community Service Employment Program (SCSEP). Under this initial grant, NCBA proposed to operate in the rural counties of Alabama, Kentucky, Mississippi, North Carolina and Tennessee with a total of 300 authorized positions. Hence, the SCSEP program under NCBA was initially called the Rural Senior Employment Program.

In 1979, NCBA received an additional 60 authorized slots from the supplemental appropriations for PY (Program Year) 1978. With this additional funding NCBA expanded into the state of Florida.

The NCBA Rural Senior Employment Program continued to grow with the largest increase occurring in PY 1983 raising our funding level to $7,841,534. Also in PY 1983 the NCBA Board of Directors decided to expand NCBA's targeted service areas to include some greatly underserved urban centers. This expansion incorporated the states of Arkansas, Georgia, Illinois, Ohio and

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Pennsylvania under the new title of NCBA-Senior Employment Program (NCBA/SEP). During PY 1984 and 1985, NCBA cooperatively traded Title V state slots with Green Thumb and the National Council on Aging in an effort to economize program operations, and to address new efforts regarding equitable distribution issues.

Currently NCBA operates in 83 counties in the following states and the District of Columbia: Alabama, Arkansas, Florida, Georgia, Illinois, Mississippi, North Carolina, Ohio and Pennsylvania. The current funding level for NCBA/SEP is $10,467,251 for 1,852 authorized slots. NCBA/SEP also receives additional contributions from more than 1,000 local public and private non-profit sponsors.

WASHINGTON, D.C. - MR. FRANCES GLAUDE CELEBRATED HIS 90TH BIRTHDAY ON APRIL 29, 1990. WHEN HE CAME TO NCBA IN 1984, AS A PARTICIPANT IN THE CONGREGATE HOUSING MANAGEMENT TRAINING PROGRAM, HE HAD THE APPEARANCE AND VIGOR OF A 50- YEAR-OLD. NO ONE BELIEVED HE REALLY COULD BE 84.

IN 1984, MR. GLAUDE HAD AN OPPORTUNITY TO BECOME A CERTIFIED HOUSING MANAGER THROUGH THE NCBA CONGREGATE HOUSING MANAGEMENT TRAINING PROGRAM. HE PARTICIPATED IN CLASSROOM AND ON-THE-JOB TRAINING AND PASSED THE INSTITUTE FOR REAL ESTATE MANAGEMENT EXAM. HE WAS HIRED IN 1985 AS A RESIDENT ORGANIZER FOR THE WASHINGTON, D.C. DEPARTMENT OF HOUSING AND COMMUNITY DEVELOPMENT WHERE HE IS STILL EMPLOYED AS AN ORGANIZING SPECIALIST AND SPECIAL ASSISTANT TO THE MAYOR. MR. GLAUDE SAYS, "MY MISSION NOW IS TO HELP THE SENIOR CITIZENS ANYWAY I CAN," AND WHEN ASKED WHAT HIS SECRET TO LONGEVITY IS, HE RESPONDS "IF I DO ANYTHING FOR GOD'S CHILDREN, GOD PAYS ME BACK."

Galveston County, Texas Senior Aides Program Project Director Dorene Lewis (standing) talks with Senior Aide Glorica Villeks

AT A WHITE HOUSE CEREMONY on February 15, 1968, President Lyndon B. Johnson announced the establishment of a demonstration program designed to employ low-income elderly in community service jobs. While not sanctioned by any specific legislation at that time, the new Senior Community Service Employment Program (SCSEP) would receive monies through discretionary funds available to the Department of Labor under the Operation Mainstream Amendment of the Economic Opportunity Act and the Manpower Training and Development Act. The Department of Labor selected three national senior membership organizations to administer the demonstration program. The National Council of Senior Citizens was one of the three charter organizations initially chosen.

In June of 1968, formal contracts were approved between the Department of Labor and the three senior organizations. NCSC chose as its official name for the program, Senior AIDES, with the word AIDES an acronym made from the first letter of five words descriptive of the program's goals: Alert, Industrious, Dedicated, Energetic Service.

NCSC's intial contract with the Department of Labor called for demonstration projects in ten communities with 40 positions allocated for each project. Criteria for selection of the ten communities were established by DOL. Target areas under the Federal Concentrated Employment Program or the Model Cities Act were

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to receive special consideration, but, other things being equal, NCSC chose localities where its membership was most concentrated.

NCSC then called upon its members to help recruit the needy elderly, to publicize the project, and build community support. After considering some 43 communities suggested as project locations, it was agreed that the first Senior AIDES projects would be located in the following communities:

Allegheny Co. (Pittsburgh), PA	Detroit, MI
Buffalo, NY	Milwaukee, WI
Chicago, IL	Minneapolis, MN
Dade Co. (Miami), FL	New Bedford, MA
Washington, DC	Providence, RI

Rather than administering the program directly from Washington, NCSC decided to subcontract with public or non-profit organizations in the local communities in which projects were located. NCSC reasoned that this arrangement would contribute to a strong community identity and would foster community support.

The initial ten sponsor organizations were a diverse group, including a community action agency, a central labor union council, a city department of adult education, and a local senior center, among others. Diversity continues to be a trademark of Senior AIDES sponsor organizations. Currently, NCSC has, among its 149 sponsors, city and county governments, regional planning and development commissions, and a wide variety of non-profit community action and community service agencies.

The early years of the program were characterized by slow growth. In the first four years of the Nixon Administration, the number of senior aides grew to 1,848 from the original 400. The original 10 projects rose to 34 in those four years.

WESSON, MISSISSIPPI - SENIOR AIDE **ALICE GRENNELL** WORKS AT NATCHEZ COLLEGE CHILD DEVELOPMENT CENTER THROUGH NCSC'S PROJECT IN WESSON, MISSISSIPPI, OPERATED BY THE COPIAH-LINCOLN COMMUNITY COLLEGE. MS. GRENNELL ASSISTS CHILDREN WHO TEMPORARILY LOSE PHYSICAL OR EMOTIONAL CONTROL AND SUPERVISES PLAY AND SELF-CARE ACTIVITIES. ACCORDING TO MS. MORRIS, HER SUPERVISOR, MS. GRENNELL IS "THE HEAVENLY VOICE WE HEAR EACH DAY. SHE IS PATIENT, CARING, UNDERSTANDING AND WELL-SUITED FOR ANY SITUATION. SHE MOTIVATES OTHER EMPLOYEES AS WELL AS THE CHILDREN BECAUSE SHE IS WILLING TO LEARN AND DO."

"I migrated to the U.S. at the age of 63 with my wife who developed kidney failure and later died. Since I had spent all my savings for her treatment, I went to the Employment Development Department (EDD) to look for a job. They advised me to take bookkeeping at the adult school, and then sent me to the Senior AIDES Program run by the Catholic Charities of Oakland, California. I was placed as a bookkeeper aide for the YWCA on September 1, 1983. I have recently learned that my host agency is hiring me onto their staff, so I will no longer be a Senior Aide. The Senior AIDES Program has given me the opportunity to learn the work, become self-sufficient and have financial power to survive in a new country. I am grateful and proud to have worked for the Senior AIDES Program."

Purna C. Bhattacharya, age 72
Alameda, Louisiana

The most significant growth in the program occurred in 1977. In January of that year, President Carter took office with a commitment to meeting the needs of older people. The President, along with a forward looking Congress, more than doubled the funds allocated to the Senior AIDES Program for the year ending June 30, 1978. The total number of senior aide positions rose from 2,809 in 1977 to more than 7,000 in 1978. In that year, Senior AIDES projects were started in 51 additional communities around the country.

That rate of growth would not continue during the 1980s. Widespread support for the program was largely successful in overcoming the administration's attempt to eliminate the program. Since that unsuccessful attempt, the program's existence has been relatively secure, although budgetary constraints have prevented substantial growth. Despite the slowdown in growth that occurred in the late 1980s, the Senior AIDES Program in 1990 is a far cry from the one which began with demonstration projects in 10 cities. In 1990, the Senior AIDES Program employs approximately 10,288 older workers in 149 projects located in 27 states and the District of Columbia.

NCSC's Senior AIDES projects are found in all regions of the country, although the greatest concentration, approximately one third of the total, are in the Northeast in Connecticut, Massachusetts, New Jersey, New York, Pennsylvania and Rhode Island. Senior AIDES projects are located in heavily urban areas such as New York, Chicago, Los Angeles, Detroit, Boston, Houston, Miami, St. Louis, and Baltimore and in rural areas such as Bryson City, North Carolina; Wesson, Mississippi; Camden, Alabama; Columbiana County, Ohio and Putnam, Connecticut.

During the 1989-1990 contract year, 76 percent of program participants had incomes below the poverty level, 83 percent were age 60 and older, 43 percent of program participants were members of minority groups and 77 percent were women. These

figures demonstrate that participants in the Senior AIDES Program tend to be those in greatest economic need and those with significant barriers to employment.

The program not only serves those who are enrolled by providing them with much needed income, it also serves the communities where projects are located through a wide variety of jobs performed by senior aides. From assisting victims of Hurricane Hugo in Charleston, South Carolina, to providing support to an agency serving the homeless in St. Paul, Minnesota, the program attempts to respond to the needs of communities through job assignments which address those needs.

As the average age of the work force increases, older workers have greater opportunities for employment than ever before, provided they have the skills needed in today's labor market. Increasingly, enrollment in the Senior AIDES Program is not considered to be the final stage in a person's employment history

Senior Aides receive Secretarial Refresher Training from Betty Dicklow at Franklin County Technical High School in Turner Falls, MA.

JEFFERSON COUNTY, ALABMA - SENIOR AIDES, MS. MABLE GOODWIN AND MS. ELOISE ROPER OF JEFFERSON COUNTY, ALABAMA, ARE RESPONDING TO THE NATION'S PUSH FOR INCREASING LITERACY SKILLS. BOTH AIDES ARE ASSIGNED TO THE BESSEMER STATE TECHNICAL COLLEGE ADULT EDUCATION PROGRAM, WHERE THEY TUTOR ADULTS OF ALL AGES TO PREPARE THEM FOR THE GED TEST. THE AIDES SPECIALIZE IN ENGLISH, SCIENCE, AND MATHEMATICS INSTRUCTION. MS. GOODWIN AND MS. ROPER ARE PROUD OF ALL THEIR STUDENTS, ESPECIALLY THE SENIOR STUDENTS. ONE OF THE STUDENTS NOW PREPARING TO GRADUATE IN THE NEXT FEW WEEKS IS 56 YEARS OLD.

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"I would like to thank you for placing Mr. Robert Long in the Olney, Illinois Department of Employment Security office. I soon realized he was a dependable, punctual worker who needed little guidance to learn the job duties. He is always willing to try something new and he did not hesitate when given a challenge. These are the qualities all employers look for in a new employee. I encouraged Mr. Long to take the state exam for an intermittent employment security program representative, which is the entry level position in the employment office. He passed the exam and started working with us on August 16, 1990. His beginning wage is $11.56 per hour for 1500 hours per year. The Senior AIDES Program brings to the employer's attention the special qualities possessed by the older worker. I look forward to continuing our good relationship."

Sally A. Jackson, Director
Illinois Department of
Employment Security
Olney, Illinois

but rather a transitional work experience where a person has the opportunity, through on-the-job training and frequently, supplemental training, to acquire skills marketable in the competitive labor force.

As more emphasis has been placed on providing training opportunities, Senior AIDES projects are increasingly coordinating their efforts with JTPA (Job Training Partnership Act) service providers and taking advantage of NCSC's EXTRAide (502e) training funds. As a result, more Senior Aides are finding unsubsidized employment.

As we look to the future, we envision a program which will place increasing emphasis on the enhancement of skills as a way of improving the prospects for a better future for program participants.

BAKERSFIELD, CALIFORNIA - SENIOR AID **HAZEL COLLINS** WAS GROWING DISCOURAGED WHEN SHE RE-ENROLLED IN THE SENIOR AIDES PROJECT IN BAKERSFIELD, CALIFORNIA, FOLLOWING JTPA TRAINING AND AN UNSUCCESSFUL JOB SEARCH. PROJECT COORDINATOR MAGDA MENENDEZ KNEW THAT SHE NEEDED TO ASSIGN MS. COLLINS TO AN AGENCY THAT WOULD ENHANCE HER SELF-ESTEEM, AND MAINTAIN HER MOTIVATION. MS. COLLINS WAS PLACED AS A HOUSEMOTHER AT A LOCAL SHELTER FOR BATTERED WOMEN. THE HOST AGENCY SUPERVISORS IMMEDIATELY RECOGNIZED MS. COLLINS' SENSITIVE AND UNDERSTANDING NATURE. THEY QUICKLY EXPANDED HER DUTIES TO INCLUDE INTAKE WORK FOR CLIENTS AND OFFERED MS. COLLINS A POSITION FACILITATING A GROUP DISCUSSION FOR FIVE HOURS A WEEK IN ADDITION TO HER SENIOR AIDES JOB. THE SHELTER IS NOW TRYING TO IDENTIFY FUNDING TO HIRE MS. COLLINS AS A PERMANENT STAFF MEMBER.

FROM ITS VERY BEGINNING in 1950, The National Council on the Aging (NCOA) insisted that job options should be open to everyone at any age. That focus sharpened with the enactment of the Economic Opportunity Act of 1964 and the launching of the War on Poverty.

NCOA, in Congressional testimony and in policy papers, argued that many jobless older persons possess valuable abilities developed during their lifetimes. And yet, they were often denied training that would keep skills from becoming obsolete. Or, they encountered outright age discrimination that kept them from advancing on the job or finding new work.

What was needed, NCOA argued, was a vehicle for mobilizing and updating older worker skills, then directing them to specific tasks at the community level.

That vehicle was provided in 1968, when NCOA became one of two pilot "Senior Aides" projects. NCOA's responsibility was to provide employment and training opportunities for 400 workers in ten geographic areas.

Cecil Dorchester works as a groundskeeper on the Fort McDowell Indian Reservation.

NCOA's very first annual progress report struck a chord of diversity. Activities included: certification in Maine of persons in need of food assistance; studying Social Security records in New Jersey to make sure that persons entitled to disability and death benefits were receiving them; and, in California, helping hospital aides to provide personalized, nonmedical services to patients and their families in a hospital emergency ward.

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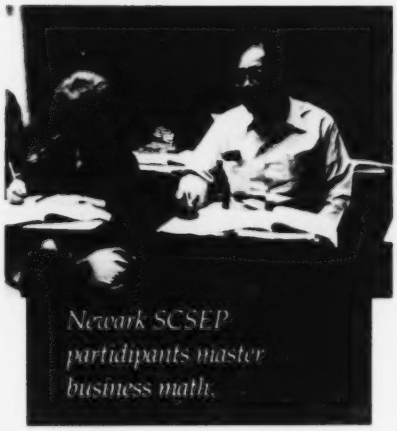
Milestones continued as NCOA's program grew and refined its methods and objectives:

1973: Eight more geographic areas or communities sponsor local employment programs for 844 workers. Federal law incorporates the senior employment program into a permanent community service employment program as Title IX of the Older Americans Act (changed to Title V in 1978).



Newark SCSEP participants master business math.

1980: Five thousand NCOA participants work at public and private nonprofit agencies in 21 states.

1982: NCOA's Senior Community Service Employment Program (SCSEP) initiates new demonstration projects. Section 502(e): on-the-job training and work experience in the private business sector.

1988: SCSEP's 20th anniversary year brings a total of more than 9,000 older workers participating annually in 63 geographical areas, providing vital community services in more than 4,000 agencies.

Innovations continue at SCSEP. In 1988, NCOA began its "Older Worker of the Year" award, inviting local project personnel to make nominations. The first winner, Cecilia Taravella of Lexington, Kentucky, fulfilled her ambition to become an electric sewing machine operator, gaining confidence after she entered the job market on an SCSEP assignment. The second, in 1989, was Antonia Krzykalski of Key West, Florida. She emigrated to the United States from Poland in the 1930s and entered the work force with SCSEP's help, at age 70. She soon became a program aide to train residents at a group home operated by the Monroe County Association for Retarded Citizens.

As the 1990s begin, NCOA looks forward to the promises and challenges of this decade. Through emphasis on supplementary training for program participants and strengthening of linkages with the private sector, SCSEP can become an even more effective force in meeting the workforce needs of the future.

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THE INVOLVEMENT OF THE NATIONAL INDIAN COUNCIL ON AGING (NICOA) as a national sponsor in the Senior Community Service Employment Program is a recent development which was a long time coming. It was not until July of 1989 that a small grant was awarded to NICOA to initiate a SCSEP program which would target low income American Indian elders.

Prior to July 1989, American Indian elders participated in the Title V SCSEP program at a rate of less than 1.5 percent of the total participants, even though Indian elders as a population experience poverty and unemployment at excessively high rates; with as many as 61 percent of Indian elders living on reservations existing below the poverty level, and with as much as 95 percent of the adult work force being unemployed.

Clearly, there was a need for very definite steps in the direction of increasing Indian elders' participation in Title V. Consequently, NICOA sought special language in the 1987 reauthorization of the Older Americans Act which would require the establishment of a national American Indian SCSEP sponsorship. The effort was successful and language was included which authorized the Department of Labor to establish two new national sponsorships: one for an American Indian organization and one for a Pacific Asian organization.

Funding of the two new sponsors began on July 1, 1989. The NICOA/SCSEP program was allocated 193 slots: 39 in Oklahoma and 154 in Texas. While this was a significant step in increasing American Indian participation, the allocation of slots did not adequately reflect the distribution of the targeted population - - there are only three Indian tribes in the state of Texas. Oklahoma, on the other hand, has 39 Indian tribes and has the second largest population number of Indian residents.

NICOA proceeded with the program as allocated and became fully enrolled in Oklahoma after a short period. The Texas project became fully enrolled by the end of the first year in the program. NICOA began its Texas operation in three areas of the state: the Dallas-Ft. Worth metroplex, the Alabama Coushatta Indian Reser-

EL PASO, TEXAS - NOW SEVENTY YEARS OLD, **MR. MORALES** HAD BEEN "RETIRED" FOR ELEVEN YEARS. HE HAD MOVED FROM MICHIGAN TO EL PASO, TEXAS. MR. MORALES SPENT OVER THIRTY YEARS OF HIS LIFE IN PUBLIC SERVICE. HE KNEW WHAT IT WAS TO ASSOCIATE WITH "THE UPPER CLASS," HAVING SERVED AS THE CONSULATE GENERAL FOR NICARAGUA TWENTY YEARS IN DETROIT. MR. MORALES, A CERTIFIED PUBLIC ADMINISTRATOR WITH A MASTERS DEGREE IN DIPLOMACY FROM MICHIGAN STATE UNIVERSITY, WAS HIGHLY EDUCATED AND SOPHISTICATED, TRAVELING BACK AND FORTH FREQUENTLY TO LATIN AMERICA.

IN VIEW OF HIS BUSY LIFE STYLE AND HIGH LEVEL INVOLVEMENT, IT IS NOT SURPRISING THAT MR. MORALES WOULD NOT FIND RETIREMENT TO BE A HAPPY

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EXISTENCE. BECAUSE HE HAD SPEND MUCH OF HIS CAREER IN HIS OWN IMPORT/EXPORT BUSINESS, AND BECAUSE HIS HONORARY CONSULATE STATUS DID NOT GENERATE RETIREMENT INCOME, MR. MORALES WAS LEFT WITH A SMALL SOCIAL SECURITY INCOME. MR. MORALES DECIDED THAT, "THE COUCH WASN'T DOING ANYTHING FOR ME" AND CONTACTED THE SCSEP PROGRAM OF THE NATIONAL INDIAN COUNCIL ON AGING.

MR. MORALES QUICKLY SHOWED THAT HE COULD CONTRIBUTE TO THE LIVES OF THOSE AROUND HIM. AFTER LESS THAN ONE YEAR ON THE PROGRAM AS A SITE COORDINATOR (A MONITOR AND LIAISON) FOR NICOA-SCSEP, MR. MORALES WAS PLACED IN AN UNSUBSIDIZED POSITION WITH SERVICES EMPLOYMENT AND RE-DEVELOPMENT (SER) OF EL PASO, TEXAS AS A JOB DEVELOPER. MR. MORALES IS NOW HELPING OTHER OLDER PERSONS TO FIND MEANINGFUL AND SATISFYING ROLES IN THEIR COMMUNITY AND WAS SELECTED AS THE "SER PARTICIPANT OF THE YEAR" FROM AMONG A NATIONWIDE LIST OF CANDIDATES.

vation near Livingston, Texas, and the El Paso metropolitan area (location of the Ysleta-Tigua Pueblo Indians). More than 60 percent of the trainees enrolled in the El Paso area are Hispanic low income elders.

In the beginning of the second year of NICOA/SCSEP sponsorship, the organization had been able to adjust the distribution of its slots through the generous cooperation of three other national sponsors: the National Council on the Aging (NCOA), the American Association of Retired Persons (AARP), and the U.S. Forest Service. This adjustment was made possible through position exchanges with NCOA and AARP and through the outright contribution of slots by the U.S. Forest Service. Consequently, today's NICOA/SCSEP program is able to serve in areas which are more predominantly inhabited by Indian people. Today's NICOA/SCSEP approved slots are distributed as follows: Arizona (76), New Mexico (15), Oklahoma (40), and Texas (69), for a total of 200 slots.

DALLAS, TEXAS - WITH ONLY A SIXTH GRADE EDUCATION, **MRS. SIMMS,** AN AMERICAN INDIAN WOMEN IN HER SIXTIES, HAD SUCH FEELINGS OF INADEQUACY THAT SHE WAS SEEING A COUNSELOR ON A REGULAR BASIS. SHE WAS EXTREMELY DEPRESSED ABOUT THE FACT THAT SHE HAD ABSOLUTELY NO INCOME. SHE LIVED WITH HER DIVORCED DAUGHTER, HAD CUSTODY OF A FIVE-YEAR-OLD GRANDSON, AND WAS TAKING CARE OF TWO OTHER CHILDREN.

MRS. SIMMS WAS LEARNED OF THE SENIOR COMMUNITY SERVICES EMPLOYMENT PROGRAM (SCSEP) OF THE NATIONAL INDIAN COUNCIL ON AGING AND MADE AN APPOINTMENT FOR AN INTAKE INTERVIEW. MRS. SIMMS FAILED TO SHOW UP FOR THE APPOINTMENT. MRS. SIMMS'S COUNSELOR WAS NOT SURPRISED. MRS. SIMMS FELT SO INADEQUATE THAT SHE DIDN'T THINK SHE COULD SUCCESSFULLY COMPLETE A JOB INTERVIEW.

A LITTLE OVER ONE MONTH LATER, MRS. SIMMS WALKED INTO THE NICOA/SCSEP OFFICE AND ASKED FOR A JOB. EVEN THEN, SHE AVOIDED LOOKING THE NICOA FIELD REPRESENTATIVE IN THE EYE DURING THE INTERVIEW. WHEN ASKED WHAT KIND OF WORK SHE WANTED TO DO, MRS. SIMMS REPLIED, "I JUST WANT TO CLEAN UP." HER PERSONAL APPEARANCE, AT THE TIME, ALSO REFLECTED HER LACK OF SELF-WORTH.

APPOINTMENTS WERE SET FOR MRS. SIMMS: ONE IN A JANITORIAL CAPACITY AT A DOWNTOWN SHELTER AND THE OTHER SORTING AND FILING MAIL FOR THE INTERNAL REVENUE SERVICE. MRS. SIMMS SELECTED THE IRS JOB. THAT WAS A REMARKABLE TURNING POINT - - MRS. SIMMS HAD BEGUN TO FEEL THAT SHE MIGHT BE ABLE TO DO MORE THAN "JUST CLEAN UP." ALL SHE HAD NEEDED WAS THE OPPORTUNITY AND A LITTLE ENCOURAGEMENT FROM NICOA'S FIELD REPRESENTATIVE.

JUST BEFORE HER FIRST PAY DAY, MRS. SIMMS RETURNED TO THE NICOA OFFICE NO LONGER BENT DOWN IN HER POSTURE OR HER SPIRIT, SHE HAD ROSY CHEEKS AND A RADIANT SMILE. SHE WORE MAKEUP AND HER HAIR WAS NEATLY COMBED.

MRS. SIMMS CALLED ONCE AGAIN ABOUT A MONTH LATER. SHE WANTED TO KNOW IF NICOA/SCSEP COULD HELP HER GET SOME GLASSES - -SHE WAS NOW OPERATING A COMPUTER. SHE WAS ALREADY UP TO SEVENTEEN WORDS PER MINUTE - - A FAR CRY FROM THE LADY WHO JUST WANTED TO CLEAN UP. WHEN WE LAST SAW MRS. SIMMS, SHE HAD ACQUIRED HER OWN APARTMENT FOR HERSELF AND HER GRANDSON. SHE WAS ON HER OWN - - NO LONGER FEELING INADEQUATE.

IN JULY OF 1989, the National Pacific/Asian Resource Center on Aging (NP/ARCA) became one of the newest National Sponsors of the Senior Community Service Employment Program (SCSEP). The Center's selection was based on its ten-year history of work with numerous Pacific/Asian community-based organizations across the country, and its expertise in serving older people of Asian and Pacific Islander descent.

Los Angeles, California, and Portland, Oregon, were the first project sites. These cities were selected for their significant populations of Asians and Pacific Islanders. A sub-contracted project was also opened in San Francisco during the year, as a result of the evidenced need of the elderly Pacific/Asian population there. In response to equitable distribution and demographics reflecting the highest need, during the second year, the Portland project was closed in exchange for the opening of one in Seattle.

Since its onset, the NP/ARCA projects have been successful in soliciting the involvement of individuals from a wide variety of Asian and Pacific Islander backgrounds. Approximately 85 percent of all project enrollees are Pacific/Asian. Host agency placements have been developed in both Pacific/Asian and "mainstream" organizations.

At least 55 groups (including sub-groups) are counted in the category "Pacific/Asian." A number of these groups are represented in the NP/ARCA project, including Cambodian, Vietnamese, Japanese, Korean, Chinese, Filipino, Samoan and Tongan. Each group is very different from the others, with respect to language, foods eaten, religion, history, system of government, method of communication, etc. Even within groups, there may be dramatic differences in these areas, as well as in income and education level. Individuals also vary considerably according to their experience as immigrants, refugees, or United States natives. All of these differences contribute to the nuances with which project staff must operate.

NATIONAL HEADQUARTERS
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Close to 20 percent of project enrollees are non-English-speaking. This has required the project directors to develop and utilize expertise in cross-cultural communication, and to train bilingual and bicultural enrollees to help staff the project. A significant proportion of project enrollees are highly educated, and many have had extensive professional work experience in other countries. As a result of English language difficulties or professional certification requirements, however, they are unable to find appropriate work in this country. This has required project directors to employ unique strategies in developing host agencies and unsubsidized placements.

As the NP/ARCA SCSEP program ages and expands, an increasing amount of effort will be placed into developing appropriate training and unsubsidized placements for monolingual individuals ranging from those with no formal education to those with graduate degrees. Additionally, NP/ARCA will continue to refine its technical expertise in working with elderly individuals from all of the different Pacific/Asian groups, and assisting other organizations and entities in cross-cultural interface with them.

CHAMPAIGN, ILLINOIS - AFTER WORKING FOR NEARLY TWO DECADES IN A LOCAL HOSPITAL, **ELEASE MILTON** SUDDENLY FOUND HERSELF UNEMPLOYED. BACK SURGERY LEFT HER PHYSICALLY UNABLE TO PERFORM THE KIND OF JOBS SHE HAD DONE AT THE HOSPITAL. AT THE AGE OF 61, MRS. MILTON NEEDED TO FIND A NEW CAREER. SHE CAME TO THE CHAMPAIGN URBAN LEAGUE FOR HELP. MRS. MILTON WAS INITIALLY PLACED AS AN AIDE IN A LOCAL ELEMENTARY SCHOOL WHERE SHE FLOURISHED BUT WAS ALSO DETERMINED TO PURSUE A CAREER IN EDUCATION.

FOR THE PAST TWO YEARS ELEASE MILTON HAS BEEN A STUDENT AT PARKLAND COLLEGE, WHERE SHE EXPECTS TO RECEIVE A CERTIFICATE IN CHILD DEVELOPMENT THIS SPRING.

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THE NATIONAL URBAN LEAGUE'S SENIORS in Community Service Program (SCSP) is now in its thirteenth year of serving low-income older adults. The program provides job training, help in finding employment and also offers a network of support services ranging from health screening to educational upgrading. These services are a lifeline for a growing number of older people who have little or no income. With Urban League assistance, many SCSP participants develop the skills they need to become self-sufficient.

SCSP was initially funded in 1978 to serve 660 seniors in eleven communities. In response to the growing need for training and job placement services for older workers, the National Urban League's program has steadily increased in scope. By 1990, the program had served more than 13,800 seniors at 27 locations nationwide.

The profile of a typical SCSP participant is a woman in her late 60s with a very limited high school education. At the same time, the program also serves many participants in their 70s and 80s and many with only a few years of elementary school education. The National Urban League's program continues to distinguish itself by serving a large number of African-Americans, Hispanics, Native Americans and Asians - - 85 percent. SCSP consistently focuses on helping older Americans whose needs are the greatest and whose incomes are the lowest.

SCSP's goal has always been to help unemployed older workers participate in a meaningful way in their communities through training in subsidized jobs with public and nonprofit agencies. Once participants have developed marketable skills, SCSP places them in unsubsidized jobs. A total of 5,135 older workers have been transitioned into unsubsidized employment since the program's inception, well above the Department of Labor's goal of 3,175. But numbers alone are not an adequate measure of the Urban League's successes. Over the years, thousands of SCSP "graduates" have not only become self-supporting, but they have also gained renewed self-respect.

SCSP success stories range from participants who enrolled because they were homeless and penniless to many others who were in economic need because their years as homemakers or unskilled laborers hindered them from breaking into the job market. As Urban League SCSP participants, they are now providing a service to the young and to the elderly by assisting in schools, day care centers, libraries and a host of other community facilities.

Once job-ready, the participants are transitioned into unsubsidized jobs at work sites where they receive additional training or are placed in new work environments as various as banks, restaurants, department stores, corporate offices and government agencies. Their outstanding on-the-job performance has helped demonstrate to employers that the older worker is an undervalued resource.

Rosenna Jennings at the Ladrey Senior Center, Alexandria, Virginia.

SCSP strives to meet the considerable challenge of placing older workers in a workforce that demands an increasingly high skill level. This task is made even more difficult by the fact that a growing number of participants who come to SCSP lack basic skills - - the ability to read and write or even to speak English. Just as the Urban League's program has grown in size, it has also expanded its capacity to provide services to meet the culturally diverse needs of participants who are refugees from Latin America and Afghanistan or new immigrants from Africa or Asia.

SCSP projects have established links with neighborhood organizations and local community colleges as well as with JTPA (Job Training Partnership Act) and Job Corps to provide training that ranges from ESL, remedial math and English, GED to more advanced job training in areas such as word processing, sales, and health and child care.

SCSP's basic philosophy and goals have remained consistent over the years. The Urban League has kept pace with changes in the workplace and with the training needs of its participants.

THE DEMORALIZED MRS. MILTON, WHO FIRST KNOCKED ON SCSEP'S DOOR, HAS BEEN TRANSFORMED INTO A HIGHLY MOTIVATED, ENERGETIC AND COMMITTED INDIVIDUAL WHO GREETS CHALLENGES WITH GUSTO. BASED ON A RECOMMENDATION FROM HER SUPERVISOR, AND ON HER EXTENSIVE VOLUNTEER SERVICE, MRS. MILTON WON THE SENIOR OF THE YEAR AWARD LAST YEAR.

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Recognizing the obstacles faced by older workers in the job market, as well as the fears that sometimes hold them back, each Urban League project offers a vast array of support services - - from employability workshops to one-on-one counseling - - to helping participants develop sorely needed confidence and self-esteem.

The League's program is committed to the goal of preparing its participants for more highly skilled jobs so they can compete for higher wages and more rewarding employment opportunities. Last year the average wage of participants placed in unsubsidized jobs was $5.10 per hour. New partnerships between Urban League projects and private industry, JTPA and community service institutions have resulted in commitments to hire older workers from local hospitals, fast food and convenience store chains, security firms and hotels.

The National Urban League's program fills a very special niche in 27 communities across the country, giving displaced and underutilized older workers a chance to re-enter the workforce through training and community service. SCSP focuses on opening doors for its participants not just in the workplace but in many other areas of their lives. Each project works to assist its participants with individual needs - - from the homeless person who needs new clothing and help with grooming to the newly widowed homemaker who needs assistance with paperwork for Social Security and other entitlement benefits while preparing to enter the job market.

SCSP plays another pivotal role in advancing the cause of older workers: it heightens public awareness about this group of often overlooked, well-qualified workers and encourages private sector employers to hire them. The owner of a midwestern food franchise, who was experiencing difficulty with youthful employees, expressed delight with the older workers he hired through SCSP and has formed an ongoing relationship with the local director to continue hiring older workers for new openings. This and similar successes around the country are among the Urban League's many

contributions towards increasing public awareness of the value of the older worker - - building on the League's tradition of working to make a difference.

Lorraine Bell at the Finance Department of City Hall in Alexandria, Virginia.

PHILADELPHIA, PENNSYLVANIA - ELZENA MILLER, A RECENTLY WIDOWED HOMEMAKER WITH A TENTH GRADE EDUCATION, CAME TO THE URBAN LEAGUE IN PHILADELPHIA AFTER A FRUITLESS JOB SEARCH. THOUGH CONCERNED ABOUT HER ABILITY TO GET HIRED, SHE WAS BRIMMING WITH DETERMINATION. MRS. MILLER EXPRESSED INTEREST IN WORKING WITH CHILDREN AND WAS QUICKLY PLACED IN A TRAINING POSITION AT A FACILITY FOR CHILDREN WITH SPECIAL NEEDS. "WE IMMEDIATELY SAW HER POTENTIAL," SAYS BETTY FERGUSON, EXECUTIVE DIRECTOR OF THE CHILD DEVELOPMENT DAY CARE CENTER (CDDCC). SCSEP ENCOURAGED MRS. MILLER TO TAKE A SEVEN-WEEK INTENSIVE TRAINING COURSE TO OBTAIN CERTIFICATION REQUIRED TO BE HIRED AS A CHILD CARE AIDE. SHE ENROLLED IN TEMPLE UNIVERSITY'S ECHO PROGRAM, AN ACRONYM FOR ELDERS AND CHILDREN HELPING EACH OTHER, WHERE HER SUPERIOR PERFORMANCE WAS WIDELY RECOGNIZED.

"SHE IS ALWAYS WILLING TO GIVE A LITTLE MORE," SAYS JACQUELINE SHARPERSON, THE SCSEP PROJECT DIRECTOR. MRS. MILLER'S ENERGY, ENTHUSIASM AND DEDICATION TO CHILDREN EARNED HER A NUMBER OF JOB OFFERS. BUT HER HEART WAS SET ON RETURNING TO WORK WITH THE CHILDREN WITH SPECIAL NEEDS AT CDDCC. "SHE WAS OFFERED MORE MONEY SOMEWHERE ELSE, AND WE WERE REALLY AFRAID SOMEBODY ELSE WAS GOING TO TAKE HER," SAYS MS. FERGUSON. NEVERTHELESS, MRS. MILLER CHOSE TO ACCEPT CDDCC'S OFFER OF A STAFF POSITION. "SHE'S A VERY RARE PERSON - SHE'S AN AIDE, A GRANDMOTHER, AND SO MANY THINGS ROLLED INTO ONE. IT'S NOT JUST THE CHILDREN WHO LOVE HER; WE ALL DO," MS. FERGUSON ADDS.

MS. MILLER HAS BEEN EMPLOYED BY CDDCC FOR NEARLY A YEAR. SHE HAS DEVELOPED SELF-CONFIDENCE, LOVES HER WORK AND IS NOW ABLE TO SUPPORT HERSELF. "YOU HAVE TO LIKE WHAT YOU'RE DOING - THAT HAS BROUGHT ME A LONG WAYS. PAY IS NOT FIRST PRIORITY - IT'S LIKING MY JOB AND HELPING PEOPLE THAT'S MOST IMPORTANT TO ME."

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MORE THAN 18 YEARS AGO, THE FOREST SERVICE began its administration and employment of older workers under the Operation Mainstream program, the predecessor of the Senior Community Service Employment Program (SCSEP). The Agency became the fifth national sponsoring organization and the only Federal agency to operate an older worker program.

While under the Operation Mainstream Program from 1973-1975, the Forest Service was funded annually at $2 million to enroll 775 participants who worked on the national forests in 21 states. The enrollees work activities during this period centered on the improvement of public resource projects such as maintaining recreational area sites, construction, improvement and maintenance of public trails and administrative/clerical support.

Although the Operation Mainstream Program enabling legislation was repealed in 1974 and expired in 1975, it became a showcase for successfully demonstrating the tremendous employability of older workers. More importantly, it documented the vast reservoir of unutilized talent, experience and expertise which exists within the nation's unemployed elderly.

In 1974, the SCSEP was implemented and became the sole categorical program which focused on the employment needs of the economically disadvantaged elderly aged 55 and older. The five existing national sponsors, which included the Forest Service, were awarded contracts to administer this new program along with operating the last year of the Operation Mainstream Program. The Forest Service's initial funding for SCSEP was $900,000 which created 268 positions within 12 states.

To date, the Forest Service has served over 60,000 older adults from primarily rural America. The Service has projects in 38 states, Puerto Rico and the District of Columbia. Our funding has grown from $900,000 to $24 million and the enrollees have accomplished more than $360 million in projects that directly benefitted the nation's public lands, waters and other facilities.

The Forest Service's program focused primarily on meeting the immediate economic and employment needs of the elderly in the earlier years of operation. Today's opportunity expands to cover the ever growing demands by our enrollees for additional training, career changes, higher education, temporary/permanent employment experiences and self-actualization. As the employer, we have begun to realize that our older workers are among the very best employees and as a result, many are hired within our regular workforce through the regular competitive process.

Various types of work assignments are available today for our participants as they assist the Forest Service in carrying out its function of "caring for the land and serving the people". They include such duties as sign making and painting, laboratory testing and experimenting, visitor tour guides and information assistants, fire overlook monitors, warehouse assistants and program coordinators. As you visit the national forests throughout the country, there are many signs on display which show the work done by the SCSEP participants.

The Forest Service looks forward to continuing to be among the major contributors to the success of the SCSEP as we approach the year 2000 and beyond.

SENIOR COMMUNITY SERVICE EMPLOYMENT PROGRAM

ENROLLEE CHARACTERISTICS • QUARTER ENDING - JUNE 30, 1990

JOB INVENTORY

SERVICES TO GENERAL COMMUNITY	JOBS	PERCENT
1. Education	9,688	14.9%
2. Health and Hospitals	3,226	4.9%
3. Housing/Home Rehabilitation	1,003	1.5%
4. Employment Assistance	1,550	2.4%
5. Recreation, Parks and Forests	5,962	9.1%
6. Environmental Quality	576	.9%
7. Public Works and Transportation	2,883	4.4%
8. Social Services	10,101	15.5%
9. Other	6,999	10.7%
TOTAL	41,988	64.4%

SERVICES TO ELDERLY COMMUNITY	JOBS	PERCENT
10. Project Administration	1,749	2.7%
11. Health and Home Care	2,400	3.7%
12. Housing/Home Rehabilitation	1,041	1.6%
13. Employment Assistance	919	1.4%
14. Recreation/Senior Centers	5,422	8.3%
15. Nutrition Programs	6,526	10.0%
16. Transportation	1,187	1.8%
17. Outreach/Referral	2,115	3.2%
18. Other	1,843	2.8%
TOTAL	23,202	35.6%

ENROLLEE CHARACTERISTICS

		CURRENT ENROLLMENT	PERCENT
SEX:	Male	19,063	29.2%
	Female	46,127	70.8%
EDUCATION:	8th and under	17,173	26.3%
	9th - 11th	14,096	21.6%
	High School	22,702	34.8%
	1 - 3 Yrs./ College	8,081	12.4%
	4 Yrs. /College	3,138	4.8%
FAMILY INCOME:	Poverty Level	52,746	80.9%
VETERAN:		8,739	13.4%
RACE/ETHNIC:	White	40,660	62.4%
	Black	15,611	23.9%
	Hispanic	5,879	9.0%
	Indian/Alaskan	1,085	1.7%
	Asian/Pacific	1,955	3.0%
AGE:	55 - 59	11,324	17.4
	60 - 64	17,027	26.1%
	65 - 69	17,430	26.7%
	70 - 74	11,275	17.3%
	75 and over	8,134	12.5%